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JUL 28 2006

**IN THE CLAIMS:**

Please add new claims 67 - 73 and amend the remaining claims as follows:

1. (Currently Amended) A method of determining a combination of electronic coupons (e-coupons) for redemption by a retailer in a networked environment, said method including the steps of:

determining if a selection of e-coupons complies with redeeming conditions in relation to a purchase;

checking said selection of e-coupons complying with said redeeming conditions to determine if two or more of said e-coupons can be used in combination within the same purchase;

checking said selection of e-coupons complying with said redeeming conditions and capable of being used in combination within the same purchase to determine if said selection of coupons satisfy optimization parameters; and

displaying only said selection of e-coupons complying with said redeeming conditions and ~~being non mutually exclusive~~ capable of being used in combination within the same purchase, wherein said displayed selection of e-coupons is dependent upon optimization parameters that satisfy said optimization parameters.

2. (Original) The method according to claim 1, further including the step of selecting by a user said selection of e-coupons from a plurality of e-coupons.

3. (Original) The method according to claim 1, further including the step of providing a suggestion to a user of an optimal or near optimal selection of e-coupons.
4. (Original) The method according to claim 1, further including the step of providing a recommendation to a user regarding an additional purchase enabling said user to avail of more discounts.
5. (Previously Presented) The method according to claim 1, wherein said checking of said selection of e-coupons comprises checking e-coupons that reside at any one of the group consisting of a user's site, a third party's site, and a site of said retailer in said networked environment.
6. (Canceled).
7. (Original) The method according to claim 1, wherein said networked environment is implemented utilizing one or more of the group consisting of the Internet, and Intranet, and Extranet, a local area network, an ATM network, a wide area network and a wireless network.
8. (Currently Amended) An apparatus for determining a combination of electronic coupons (ecoupons) for redemption by a retailer in a networked environment, said apparatus including:

means for determining if a selection of e-coupons complies with redeeming conditions in relation to a purchase;

means for checking said selection of e-coupons complying with said redeeming conditions to determine if two or more of said e-coupons can be used in combination within the same purchase;

means for checking said selection of e-coupons complying with said redeeming conditions and capable of being used in combination within the same purchase to determine if said selection of coupons satisfy optimization parameters; and

means for displaying only said selection of e-coupons complying with said redeeming conditions and ~~being non-mutually-exclusive~~ capable of being used in combination within the same purchase, wherein said displayed selection of e-coupons is dependent upon optimization parameters that satisfy said optimization parameters.

9. (Original) The apparatus according to claim 8, further including means for selecting by a user said selection of e-coupons from a plurality of e-coupons.

10. (Original) The apparatus according to claim 8, further including means for providing a suggestion to a user of an optimal or near optimal selection of e-coupons.

11. (Original) The apparatus according to claim 8, further including means for providing a recommendation to a user regarding an additional purchase enabling said user to avail of more discounts.

12. (Currently Amended) The apparatus according to claim 8, wherein said means for determining if said selection of e-coupons complies with redeeming conditions, said means for checking said selection of e-coupons, and said means for displaying said selection of e-coupons are adapted to analyze e-coupons that reside at any one of the group consisting of a user's site, a third party's site, and a site of said a retailer in said networked environment.

13. (Canceled).

14. (Original) The apparatus according to claim 8, wherein said networked environment is implemented utilizing one or more of the group consisting of the Internet, an Intranet, and Extranet, a local area network, an ATM network, a wide area network and a wireless network.

15. (Currently Amended) A computer program product having a computer readable medium having a computer program recorded therein for determining a combination of electronic coupons (ecoupons) for redemption by a retailer in a networked environment, said computer program product including:

computer program code means for determining if a selection of e-coupons complies with redeeming conditions in relation to a purchase;

computer program code means for checking said selection of e-coupons

complying with said redeeming conditions to determine if two or more of said e-coupons can be used in combination within the same purchase;

computer program code means for checking said selection of e-coupons complying with said redeeming conditions and capable of being used in combination within the same purchase to determine if said selection of coupons satisfy optimization parameters; and

computer program code means for displaying only said selection of e-coupons complying with said redeeming conditions and ~~being non-mutually-exclusive~~ capable of being used in combination within the same purchase, wherein said displayed selection of e-coupons is dependent upon optimization parameters that satisfy said optimization parameters.

16. (Original) The computer program product according to claim 15, further including computer program code means for selecting by a user said selection of e-coupons from a plurality of e-coupons.

17. (Original) The computer program product according to claim 15, further including computer program code means for providing a suggestion to a user of an optimal or near optimal selection of e-coupons.

18. (Original) The computer program product according to claim 15, further including computer program code means for providing a recommendation to a user regarding an

additional purchase enabling said user to avail of more discounts.

19. (Previously Presented) The computer program product according to claim 15, wherein said checking of said selection of e-coupons comprises checking e-coupons that reside at any one of the group consisting of a user's site, a third party's site, and a site of said retailer in said networked environment.

20. (Canceled).

21. (Original) The computer program product according to claim 15, wherein said networked environment is implemented utilizing one or more of the group consisting of the Internet, and Intranet, an Extranet, a local area network, an ATM network, a wide area network and a wireless network.

22. (Currently Amended) A method for electronic coupon (e-coupon) decision support, said method including the steps of:

computing a set of applicable e-coupons dependent upon a set of e-coupons of a user;

determining if said computed set of e-coupons complies with one or more redeeming conditions and can be used in combination within the same purchase;

determining if said computed set of e-coupons determined to comply with said redeeming conditions and capable of being used in combination within the same purchase

09/772,244

8

satisfy optimization parameters defined by said user, wherein said optimization parameters comprise at least one of a discount amount, loyalty points, a number of free items received, earmarked coupons, non-earmarked coupons, expiration date, and a total number of coupons used; and

displaying only said computed set of e-coupons determined to comply with said redeeming conditions and ~~not being mutually exclusive~~ capable of being used in combination within the same purchase that satisfy said optimization parameters; and  
~~finding an optimal set of e-coupons dependent upon optimization parameters.~~

23. (Original) The method according to claim 22, wherein said computing step is also dependent upon order information.

24. (Original) The method according to claim 22, further including the steps of, if said computed set of e-coupons contains at least one e-coupon failing to comply with said redeeming conditions:

displaying said computed set of e-coupons; and

enabling said user to select another set of e-coupons for use in said computing step.

25. (Original) The method according to claim 24, further including the step of:

displaying exclusive coupons in said another selected set of e-coupons to said user.

26. (Original) The method according to claim 25, further including the step of:  
displaying coupons in said another selected set of e-coupons that are exclusive  
and fail to comply with said redeeming conditions to said user.
27. (Currently Amended) The method according to claim 22, further including the  
step of processing a purchase order for said displayed, computed set of e-coupons  
determined to comply with said redeeming conditions and ~~not being mutually exclusive~~  
capable of being used in combination within the same purchase.
28. (Currently Amended) The method according to claim 22, further including the  
step of saving said displayed, computed set of e-coupons determined to comply with said  
redeeming conditions and ~~not being mutually exclusive~~ capable of being used in  
combination within the same purchase and choosing another subset of said e-coupons.
29. (Original) The method according to claim 28, further including the steps of  
comparing by a user two or more saved sets of e-coupons and choosing one of saved sets  
of e-coupons.
30. (Currently Amended) The method according to claim 22, further including the  
step of recommending to said user a set of e-coupons determined to comply with said  
redeeming conditions and ~~not being mutually exclusive~~ capable of being used in

combination within the same purchase.

31. (Original) The method according to claim 22, further including the step of a user viewing reports of e-coupon usage statistics and savings.

32. (Canceled).

33. (Previously Presented) The method according to claim 22, wherein said finding step is implemented using an optimization engine, said optimization engine addressing one or more conditions selected from the group consisting of:

an AND condition among product purchase redemption conditions;

an AND condition among category purchase redemption conditions;

an XOR condition among product purchase redemption conditions;

an XOR condition among category purchase redemption conditions; and

a coupon purchase condition on total amount and coupons with heterogeneous purchase conditions.

34. (Currently Amended) The method according to claim 22, further including the step of:

providing recommendations to said user, based on ~~said user's~~ a profile of said user, in relation to a user selected set of e-coupons.

35. (Previously Presented) The method according to claim 22, wherein said computing of said set of applicable coupons comprises computing e-coupons that reside at any one of the group consisting of a user's site, a third party's site, and a site of said retailer in said networked environment.

36. (Currently Amended) An apparatus for electronic coupon (e-coupon) decision support, said apparatus including:

means for computing a set of applicable e-coupons dependent upon a set of e-coupons of a user;

means for determining if said computed set of e-coupons complies with one or more redeeming conditions and can be used in combination within the same purchase;

means for determining if said computed set of e-coupons determined to comply with said redeeming conditions and capable of being used in combination within the same purchase satisfy optimization parameters defined by said user, wherein said optimization parameters comprise at least one of a discount amount, loyalty points, a number of free items received, earmarked coupons, non-earmarked coupons, expiration date, and a total number of coupons used; and

means for displaying only said computed set of e-coupons determined to comply with said redeeming conditions and ~~not being mutually exclusive~~ capable of being used in combination within the same purchase that satisfy said optimization parameters; and

~~means for finding an optimal set of e-coupons dependent upon optimization parameters.~~

37. (Original) The apparatus according to claim 36, wherein said computing means is also dependent upon order information.

38. (Original) The apparatus according to claim 36, further including means for, if said computed set of e-coupons contains at least one e-coupon failing to comply with said redeeming conditions:

displaying said computed set of e-coupons; and

enabling said user to select another set of e-coupons for use in said computing step.

39. (Original) The apparatus according to claim 38, further including means for displaying exclusive coupons in said another selected set of e-coupons to said user.

40. (Original) The apparatus according to claim 39, further including means for displaying coupons in said another selected set of e-coupons that are exclusive and fail to comply with said redeeming conditions to said user.

41. (Currently Amended) The apparatus according to claim 36, further including means for processing a purchase order for said displayed, computed set of e-coupons determining to comply with said redeeming conditions and ~~not being mutually exclusive~~ capable of being used in combination within the same purchase.

42. (Currently Amended) The apparatus according to claim 36, further including means for saving said displayed, computer set of e-coupons determined to comply with said redeeming conditions and ~~not being mutually exclusive~~ capable of being used in combination within the same purchase and choosing another subset of said e-coupons.

43. (Original) The apparatus according to claim 42, further including:  
means for comparing by a user two or more saved sets of e-coupons; and  
means for choosing one of said saved sets of e-coupons.

44. (Currently Amended) The apparatus according to claim 36, further including means for recommending to said user a set of e-coupons determined to comply with said redeeming conditions and ~~not being mutually exclusive~~ capable of being used in combination within the same purchase.

45. (Canceled).

46. (Previously Presented) The apparatus according to claim 36, wherein said finding means is implemented using an optimization engine, said optimization engine addressing one or more conditions selected from the group consisting of:

an AND condition among product purchase redemption conditions;

an AND condition among category purchase redemption conditions;

an XOR condition among product purchase redemption conditions;  
an XOR condition among category purchase redemption conditions; and  
a coupon purchase condition on total amount and coupons with heterogeneous purchase conditions.

47. (Original) The apparatus according to claim 36, further including:  
means for providing recommendations to said user, based on said user's profile, in relation to a user selected set of e-coupons.

48. (Currently Amended) The apparatus according to claim 36, wherein said means for computing said set of applicable e-coupons, said means for determining if said computed set of e-coupons complies with one or more redeeming conditions and can be used in combination within the same purchase, said means for determining if said computed set of e-coupons determined to comply with said redeeming conditions and capable of being used in combination within the same purchase satisfy optimization parameters, and said means for displaying only said computed set of e-coupons are adapted to analyze e-coupons that reside at any one of the group consisting of a user's site, a third party's site, and a site of said retailer in said networked environment.

49. (Currently Amended) A computer program product having a computer readable medium having a computer program recorded therein for electronic coupon (e-coupon) decision support, said computer program product including:

computer program product means for computing a set of applicable e-coupons dependent upon a set of e-coupons of a user;

computer program product means for determining if said computed set of e-coupons complies with one or more redeeming conditions and can be used in combination within the same purchase;

computer program product means for determining if said computed set of e-coupons determined to comply with said redeeming conditions and capable of being used in combination within the same purchase satisfy optimization parameters defined by said user, wherein said optimization parameters comprise at least one of a discount amount, loyalty points, a number of free items received, earmarked coupons, non-earmarked coupons, expiration date, and a total number of coupons used; and

computer program product means for displaying only said computed set of e-coupons determined to comply with said redeeming conditions and ~~not being mutually exclusive~~ capable of being used in combination within the same purchase that satisfy said optimization parameters; and

~~computer program product means for finding an optimal set of e-coupons dependent upon optimization parameters.~~

50. (Original) The computer program product according to claim 49, wherein said computer program product means for computing is also dependent upon order information.

51. (Original) The computer program product according to claim 49, further including computer program product means for, if said computed set of e-coupons contains at least one e-coupon failing to comply with said redeeming conditions:

displaying said computed set of e-coupons; and

enabling said user to select another set of e-coupons for use in said computing step.

52. (Original) The computer program product according to claim 51, further including computer program product means for displaying exclusive coupons in said another selected set of e-coupons to said user.

53. (Original) The computer program product according to claim 52, further including computer program product means for displaying coupons in said another selected set of e-coupons that are exclusive and fail to comply with said redeeming conditions to said user.

54. (Currently Amended) The computer program product according to claim 49, further including computer program product means for processing a purchase order for said displayed, computed set of e-coupons determined to comply with said redeeming conditions and ~~not being mutually exclusive~~ capable of being used in combination within the same purchase.

55. (Currently Amended) The computer program product according to claim 49, further including computer program product means for saving said displayed, computed set of e-coupons determined to comply with said redeeming conditions and ~~not being mutually-exclusive~~ capable of being used in combination within the same purchase and choosing another subset of said e-coupons.

56. (Original) The computer program product according to claim 55, further including:

computer program code means for comparing by a user two or more saved sets of e-coupons; and

computer program code means for choosing one of said saved sets of e-coupons.

57. (Currently Amended) The computer program product according to claim 49, further including computer program product means for recommending to said user a set of e-coupons determined to comply with said redeeming conditions and ~~not being mutually-exclusive~~ capable of being used in combination within the same purchase.

58. (Canceled).

59. (Previously Presented) The computer program product according to claim 49, wherein said computer program product means for finding is implemented using an optimization engine, said optimization engine addressing one or more conditions selected

from the group consisting of:

- an AND condition among product purchase redemption conditions;
- an AND condition among category purchase redemption conditions;
- an XOR condition among product purchase redemption conditions;
- an XOR condition among category purchase redemption conditions; and
- a coupon purchase condition on total amount and coupons with heterogeneous purchase conditions.

60. (Original) The computer program product according to claim 49, further including:

- computer program product means for providing recommendations to said user, based on said user's profile, in relation to a user selected set of e-coupons.

61. (Previously Presented) The computer program product according to claim 49, wherein said computing of said set of applicable coupons comprises computing e-coupons that reside at any one of the group consisting of a user's site, a third party's site, and a site of said retailer in said networked environment.

62. (Currently Amended) An electronic coupon (e-coupon) decision support system, said system including:

- at least one of a hardware module and a software module, each adapted to:

- compute a set of applicable e-coupons dependent upon a set of e-coupons

of a user;

determine if said computed set of e-coupons complies with one or more redeeming conditions and can be used in combination within the same purchase;

display only said computed set of e-coupons determined to comply with said redeeming conditions and ~~not being mutually exclusive~~ capable of being used in combination within the same purchase; and

an optimization engine adapted to determine a subset of coupons from said computed set of e-coupons determined to comply with said redeeming conditions and ~~not being mutually exclusive~~ capable of being used in combination within the same purchase dependent upon optimization parameters.

63. (Canceled).

64. (Original) The system according to claim 62, further including:

a recommendation engine for providing recommendations regarding one or more further purchases to a user, based on said user's profile, after said user has selected a set of coupons to use.

65. (Original) The system according to claim 62, wherein said system is located at a retailer's site, a user's site, or a third party site in a network.

66. (Currently Amended) The system according to claim 62, wherein said hardware module, said software module, and said optimization engine are adapted to analyze e-coupons that are located at a retailer's site, a user's site, or a third party site in a network.

67. (New) The method according to claim 1, wherein said checking of said selection of e-coupons to determine if said selection of coupons satisfy said optimization parameters comprises determining if said selection of coupons satisfy optimization parameters comprising at least one of a discount amount, loyalty points, a number of free items received, earmarked coupons, non-earmarked coupons, expiration date, and a total number of coupons used.

68. (New) The apparatus according to claim 8, wherein said means for checking said selection of e-coupons to determine if said selection of coupons satisfy said optimization parameters comprises means for determining if said selection of coupons satisfy optimization parameters comprising at least one of a discount amount, loyalty points, a number of free items received, earmarked coupons, non-earmarked coupons, expiration date, and a total number of coupons used.

69. (New) The computer program product according to claim 15, wherein said computer program code means for checking said selection of e-coupons to determine if said selection of coupons satisfy said optimization parameters comprises computer program code means for determining if said selection of coupons satisfy optimization

parameters comprising at least one of a discount amount, loyalty points, a number of free items received, earmarked coupons, non-earmarked coupons, expiration date, and a total number of coupons used.

70. (New) The system according to claim 62, wherein said optimization engine is adapted to determine said subset of coupons dependent upon optimization parameters comprising at least one of a discount amount, loyalty points, a number of free items received, earmarked coupons, non-earmarked coupons, expiration date, and a total number of coupons used.

71. (New) The method according to claim 1, further comprising defining said optimization parameters by a user.

72. (New) The apparatus according to claim 8, further comprising defining said optimization parameters by a user.

73. (New) The computer program product according to claim 15, further comprising defining said optimization parameters by a user.

09/772,244

22

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